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புதுச்சேரி மாகில அரசிதழ்

La Gazette de L'État de Poudouchéry The Gazette of Puducherry

PART - I

சிறப்பு எ	வளியீடு	EXTRAORDINAIRE			EXTRA	ORDINARY
அதிகாரம் (இ வெளியீடு				•		
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noir No. > 56	புதுச்சேர் Poudouchéry	வெள்ளிக்கிழமை Vendredi	2016 @° 22	ஏப்நல் <i>மீ</i> Avril	22 a 2016 (2 Y	Vaisakha 1938)
No.	Puducherry	Friday	22nd	April	2016	ŕ

GOVERNMENT OF PUDUCHERRY

OFFICE OF THE DISTRICT ELECTION OFFICER

No. 1255/DEO/RP/D5/EEM/2016.

Puducherry, the 22nd April 2016.

NOTIFICATION

The Election Commission of India has announced that the General Elections to the Puducherry Legislative Assembly, 2016 will be held on 16th May 2016. The Election Commission of India has issued several instructions for monitoring expenditure during elections as a part of curbing the use of money power during election. Hence, in order to assess the election expenditure of contesting candidates, the notification of Rate Chart published in the Extraordinary Official Gazette *vide* No. 21, dated 14-3-2016. The item of tariffs for advertisements in local cable network channels and MSO channels have been finalized by the District Election Officer, Puducherry. The same is hereby notified for information of the General Public, Political parties and interested persons for assessing the election expenditure during the ongoing General Elections to the Puducherry Legislative Assembly, 2016. The Election Expenditure Monitoring Cell will assess the expenditure based on these rates given in the Annexure.

P. JAWAHAR, I.A.S., District Election Officer.

(ii) Tariff for Scrolling Display advertisement for all Local Cable Channels and MSO Channels (a) Upto 300 times (for Local Channels) /upto 300 seconds per day

(b) Upto 200 times (for MSO Channels)/more than 200 seconds per day

Sl.	Name of	Number of	Tariff per	Service Tax @	Total tariff per
NO.	the local Cable T.V/MSO	spots/slots per day		14.5% (in Rs.) 5	minute (in Rs.)
1	2	3	4	0.7	5.70
1	AMN TV	(a)	5	0.7	3.70
	- V- 	(b)	-	500/	4500/
2	MOON TV	(a)	4000/- p.m.	580/- p.m.	4580/- p.m.
		(b)	3000/- p.m.	435/- p.m.	3435/- p.m
3	STV NETWORK/	(a)	10.00	1.45	11.45
	S. MEDIA	(b)	-	1.45	11.45
4	DEEPAM TV	(a)	10.00	1.45	11.45
		(b)	-	-	11.45
5	NEYAM NEW	(a)	10.00	1.45	11.45
_	MUSIC	(b)	-	-	-
6	AJK TV (AJK GOLD/	(a)	-	-	5
0	RINA GOLD)	(b)	2.5	-	-
7	NEW RINA TV	(a)	-	-	-
7	(AJK & NEW RINA TV)	(b)	-	-	-
	CTV ((ALIDO TV)	(a)	-	-	- 9
8	GTV /(AURO TV)	(b)	-	-	-
	DA BIDOW TV	(a)	10.00	1.45	11.45
9	RAINBOW TV	(b)	-	-	-
	OSCAR TV	(a)	20.00	2.9	22.90
10		(b)	10.00	1.45	11.45
	A CETTO CHI A NINEI	(a)	20.00	2.90	22.90
11	11 METRO CHANNEL	(b)	10.00	1.45	11.45
	THE CENT E MEDIA	(a)	-		7000/- p.m.
12	LIFE STYLE MEDIA	(b)	-	-	5000/- p.m.
	D. GIVANA MIGION	(a)	10.00	1.5	11.50
13	RAGHAVA VISION	(b)	-	-	-
12.54		(a)	20.00	2.90	22.90
14	KAMALA TV	(b)	20.00	2.90	22.90
		(a)	3.33	0.48	3.81
15	JAYAM TV	(b)	-	-	=:(
		(a)	15.00	2.00	17.00
16	SKYSAT TV	(b)	10.00	1.50	11.50
		(a)	15.00	2.00	17.00
17	SKYSAT PLUS	(b)	10.00	1.50	11.50
		(a)	10.00	1.50	11.50
18	SKYSAT TV GOLD	(b)	5.00	0.70	5.70
	MERCURY	(a)	5985/- p.m.	1015/- p.m.	7000/- p.m.
19	CHANNEL	(b)	4275/- p.m.	725/- p.m.	5000/- p.m.
		(a)	10.00	1.45	11.45
20	SUPREME TV	(b)	-	-	
		(a)	150.00	21.75	171.75 per day
21	EYE TV	(4)			

Note: Rate for the Channel not listed above may be fixed for col (a) Rs.22.90/- , Col (b) Rs.22.90/- Note: Monthly rate may be divided equally for each day calculation, irrespective of duration

(i) Tariff for Visual Display advertisement for all Local Cable Channels and MSO Channels (a) Upto 12 spots /upto 720 seconds per day

(b) More than 12 spots/more than 720 seconds per day

(=,	ore than 12 spots, more than 2	1			T . 1 . 100
S1.	Name of	Number of	Tariff per	Service Tax @	Total tariff
NO.	the local Cable T.V/MSO	spots/ slots	minute (in	14.5% (in Rs.)	per minute
100000000000000000000000000000000000000		per day	Rs.)		(in Rs.)
1	2	3	4	5	6
1	AMN TV	(a)	25.00	3.6	28.60
1	Alvii 1 V	(b)	40.00	5.80	45.80
2	MOON TV	(a)	3000/- p.m.	435/- p.m	3435/- p.m.
2	MOON IV	(b)	6000/- p.m.	870/- p.m.	6870/- p.m.
2	STV NETWORK/	(a)	22.00	3.19	25.19
3	S. MEDIA	(b)	20.00	2.9	22.90
		(a)	22.00	3.19	25.19
4	DEEPAM TV	(b)	20.00	2.9	22.90
_	NEYAM NEW	(a)	22.00	3.19	25.19
5	MUSIC	(b)	20.00	2.90	22.90
	AJK TV (AJK GOLD/	(a)*	33.30	5.00	38.30
6	RINA GOLD)	(b) **	50.00	7.25	57.25
	NEW RINA TV	(a) *	33.30	5.00	38.30
7	(AJK & NEW RINA TV)	(b) **	50.00	7.25	57.25
-		(a) *	33.3	5.00	38.30
8	GTV /(AURO TV)	(b) **	50.00	7.25	57.25
		(a)	22.00	3.19	
9	RAINBOW TV		20.00		25.19
-		(b) (a)		2.9	22.90
10	OSCAR TV		40.00	5.8	45.80
-		(b)	20.00	2.90	22.90
11	METRO CHANNEL	(a)	40.00	5.80	45.80
		(b)	20.00	2.90	22.90
12	LIFE STYLE MEDIA	(a)	-	-	8000/- p.m.
		(b)	-	-	12000/- p.m.
13	RAGHAVA VISION	(a)	30.00	4.5	34.50
		(b)	25.00	4.00	29.00
14	KAMALA TV	(a)	30.00	4.35	34.35
		(b)	30.00	4.35	34.35
15	JAYAM TV	(a)	87.34	12.66	100.00
		(b)	74.24	10.76	85.00
16	SKYSAT TV	(a)	40.00	5.80	45.80
	5111511111	(b)	35.00	5.00	40.00
17	SKYSAT PLUS	(a)	40.00	5.80	45.80
1,	SKIS/II I LOS	(b)	35.00	5.00	40.00
18	SKYSAT TV GOLD	(a)	20.00	3.00	23.00
10	SKISAI IV GOLD	(b)	15.00	2.00	17.00
19	MERCURY	(a)	6840/-p.m	1160/- p.m.	8000/- p.m.
19	CHANNEL	(b)	10260/- p.m.	1740/- p.m.	12000/- p.m.
20		(a)	22.00	3.19	25.19
20	SUPREME TV	(b)	20.00	2.90	22.90
21	EVETU	(a)	500.00	72.50	572.50 per day
21 .	EYE TV	(b)	500.00	72.50	572.50 per day
for 19	spots par day for SI Nos 07 (a) 9 09		** for 26 and a	72.50	1 ,

^{*} for 18 spots per day for SI.Nos 07 (a) & 08 (a)

** for 36 spots per day for SI.Nos.07(b) & 08 (b)

Note: Monthly rate may be divided equally for each day calculation, irrespective of duration

Note: Rate for the Channel not listed above may be fixed for col (a) Rs.45.80/- , Col (b) Rs.85/-

(iii) Tariff for Logo advertisement for all Local Cable Network Channels and MSO Channels (a) Upto 80 times per day

(b) More than 80 times per day

	Name of the Jeest Colle	Number of	Average Tariff	Service Tax @	Total tariff pe
SI. NO.	Name of the local Cable T.V/MSO	spots/slots per day	Per Day	14.5% (in Rs.)	day (in Rs.)
1	2	3	4	5	6
	ANDITY	(a)	200.00	29.00	229.00
1	AMN TV	(b)	400.00	58.00	458.00
_	MOONTY	(a)	500.00	72.50	572.50
2	MOON TV	(b)	750.00	108.75	859.00
3	STV NETWORK/	(a)	120.00	17.40	137.40
3	S. MEDIA	(b)	100.00	14.50	114.50
4	DEEPAM TV	(a)	120.00	17.40	137.40
4	DEEPAM IV	(b)	100.00	14.50	114.50
_	NEYAM NEW	(a)	120.00	17.40	137.40
5	MUSIC	(b)	100.00	14.50	114.50
	AJK (AJK GOLD/	(a) *	250.00	36.25	286.25
6	RINA GOLD)	(b)	-17	-	-
_		(a) *	250.00	36.25	286.25
7	NEW RINA TV	(b)	_	-	-
		(a) *	250.00	36.25	286.25
8	GTV /(AURO TV)	(b)	-	-	-
		(a)	120.00	17.40	137.40
9	RAINBOW TV	(b)	100.00	14.50	114.50
6864	OSCAR TV	(a)	20.00	2.90	22.90
10		(b)	10.00	1.45	11.45
	A FERRO CIVIA NAVEY	(a)	20.00	2.90	22.90
11	METRO CHANNEL	(b)	10.00	1.45	11.45
	THE COMPLEXIENT	(a)			6000/- p.m.
12	LIFE STYLE MEDIA	(b)			7000/- p.m.
		(a)	30.00	4.50	34.50
13	RAGHAVA VISION	(b)	25.00	4.00	29.00
		(a)	100.00	14.50	114.50
14	KAMALA TV	(b)	100.00	14.50	114.50
1		(a)	786.03	113.97	900.00
15	JAYAM TV	(b)	698.69	101.31	800.00
		(a)	30.00	4.00	34.00
16	SKYSAT TV	(b)	25.00	3.50	28.50
	CVVCAT DI LIC	(a)	30.00	4.00	34.00
17	SKYSAT PLUS	(b)	25.00	3.50	28.50
	CVVCATTV COLD	(a)	20.00	3.00	23.00
18	SKYSAT TV GOLD	(b)	15.00	2.00	17.00
10.	MERCURY	(a)	5130/- p.m.	870/- p.m.	6000/- p.m.
19	CHANNEL	(b)	5985/- p.m.	1015/- p.m	7000/- p.m.
20	CUIDDES CE TIV	(a)	120.00	17.40	137.40
20	SUPREME TV	(b)	100.00	14.50	114.50
		· (a)	150.00	21.75	171.75
21	EYE TV	(b)	150.00	21.75	171.75

* for 35 times per day

Note: Rate for the Channel not listed above may be fixed for col (a) Rs.900/-, Col (b) Rs.859/-Note: Monthly rate may be divided equally for each day calculation irrespective duration

Note: Monthly rate may be divided equally for each day calculation, irrespective of duration

MAHE REGION

- (i) Tariff for Visual Display advertisement for all Local Cable Channels and MSO Channels
- (a) Upto 12 spots /upto 720 seconds per day
- (b) More than 12 spots/more than 720 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/ slots per day	Tariff per day (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
1	MAYYAZHI COMMUNICATIONS	(a) *	1500.00 p.m.		1500.00 p.m.
		(b)	-	-	-
2	OMEGA SATMET WORK	(a)	83.00	12.00	95.00
	OMEGA SAT NET WORK	(b)		-	-

^{*24} slots/720 seconds per day

- (ii) Tariff for Scrolling Display advertisement for all Local Cable Channels and MSO Channels
- (a) Upto 300 times (for Local Channels) /upto 300 seconds per day
- (b) Upto 200 times (for MSO Channels)/more than 200 seconds per day

SI. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day		Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
	MAYYAZHI	(a) *	750.00	-	750.00
1	COMMUNICATIONS	(b)	-	-	-
2	OMEGA SATATET WORK	(a)	1000/- p.m.	145/- p.m.	1145/- p.m.
	OMEGA SAT NET WORK	(b)	-	-	-

^{* 24} times/480 seconds per day

- (iii) Tariff for Logo advertisement for all Local Cable Network Channels and MSO Channels
- (a) Upto 80 times per day
- (b) More than 80 times per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day		Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
,	, MAYYAZHI	(a)	-	-	-
1	COMMUNICATIONS	(b)	-	-	
_	OMEGA GATATET WORK	(a)	95.00	-	95.00
2	OMEGA SAT NET WORK	(b)	-	-	

YANAM REGION

- (i) Tariff for Visual Display advertisement for all Local Cable Channels and MSO Channels
- (a) Upto 12 spots /upto 720 seconds per day
- (b) More than 12 spots/more than 720 seconds per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/ slots per day	Tariff per day (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
,	SKYVISION MASTER	(a)	437.00	63.00	500.00
1	CHANNEL	(b)	-	•	-

- (ii) Tariff for Scrolling Display advertisement for all Local Cable Channels and MSO Channels
- (a) Upto 300 times (for Local Channels) /upto 300 seconds per day
- (b) Upto 200 times (for MSO Channels)/more than 200 seconds per day

SI. NÖ.	Name of the local Cable T.V/MSO	Number of spots/slots per day		Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
-,	SKYVISION MASTER	(a)	-	-	-
1	CHANNEL	(b)	262.00	38.00	300.00

- (iii) Tariff for Logo advertisement for all Local Cable Network Channels and MSO Channels
- (a) Upto 80 times per day
- (b) More than 80 times per day

Sl. NO.	Name of the local Cable T.V/MSO	Number of spots/slots per day	Average Tariff Per Day (in Rs.)	Service Tax @ 14.5% (in Rs.)	Total tariff per day (in Rs.)
1	2	3	4	5	6
	SKYVISION MASTER	(a)	699	101.00	800.00
1	CHANNEL	· (b)	-	-	-